

2018 Downtown Strategy Implementation

With a theme of *Connecting People, Places and Spaces*, the Downtown Strategy was adopted in April 2017. Nearly 3,500 community members participated to form character area districts and a 5-year plan of action for moving our downtown vision forward. Implementation is underway.

✓ denotes completed actions. (*Note: Not all actions are listed*)

Key Partnerships Address Major Challenges:

Hire a new Homeless Coordinator: Through a City and Faith Community Partnership, Evergreen Christian Community will help to fund a new City Homeless Response Coordinator. This position will play a lead role in developing and implementing a homeless response plan, developing a day or warming center, and various business and community outreach and coordination (HS.1) (\$100,000/year)

Sea Level Rise Response Plan. The City, Port and LOTT Clean Water Alliance are engaging the public to develop a Sea Level Rise Response Plan, including proposed adaptation strategies, preliminary costs and an implementation timeline – a draft will be ready mid-2018. (LU.1) (\$250,000)

Provide a Clean, Safe & Welcoming Downtown

Ambassador and Clean Team program: This popular hospitality and cleanliness program is now part of the City's regular service delivery. The program is being strengthened by greater access to resources, upgraded tools, coordination with other City departments, and outcome measurement. (R.1.C) (\$466,829 in 2018)

Fund a Full-time Walking Patrol: A public safety levy passed in Nov 2017, which will result in 2 additional full-time night walking patrol officers (for a total of 4) in 2018. The City aims to bring the total to 6 officers and 1 sergeant by the end of 2019. (R.1.A) (\$812,000 annually)

Shared Trash Compactors: A pilot project in the core was a success; businesses were pleased, and we reduced unsightly cans in the alley and the frequency of truck trips. A second compactor will be located along State Ave between Washington and Franklin this spring. (R.1.F) (\$207,000 in 2018)

Sanitation Master Plan: A Portland Loo with 24/7 access for all downtown users was installed at the Artesian Commons in 2017. A master plan with recommendations for future restrooms and identifying best practices for locating, designing and operating these is being drafted. (R.1.D) (\$50,000 for the plan; \$308,000 for Artesian Loo facility plus permits & construction; about \$90,000 operation costs annually)

Safety and Nighttime Lighting: The City of Olympia is partnering with the Olympia Downtown Alliance to assess and offer funding for downtown safety projects that make downtown safer and more welcoming for all. Federal CDBG funds totaling \$71,000 are available for eligible projects, including exterior paint, alley entrance gates, surveillance cameras and other physical improvements. (T.8)

Aid Unit O1 Opened: With help from a \$1.3m federal SAFER grant, the Fire Department opened a new first responder unit to address a growing number of calls for service in downtown. This allows other fire resources and response times to also remain focused on city wide needs. (R.1.C)

Enhance Public Spaces & Downtown's Unique Character

✓ **Historic Architecture Inventory:** A survey of 75 downtown blocks explored the visual and historic significance of buildings over 45 years old. This will inform potential expansion of the historic district boundary, along with other policy and planning matters. (D.3) (\$20,000 in 2017)

✓ **Street Tree Maintenance Manual:** An internal document to guide Parks' management of street trees in downtown and on 10 major corridors. (T.7) (\$15,000 in 2017)

Design Guidelines Update: This effort will streamline downtown design guidelines into one chapter, promote character areas, quality urban mixed-use character architecture and site designs. A public open house is tentatively scheduled for April 19. (D.1) (\$50,000 in 2017)

Art, Culture, Heritage Plan (ARCH): Recommendations for how Olympia can best support and catalyze arts, cultures and heritage program, including in the downtown. A draft plan will be presented to City Council later this year. (R.4.E) (Cost TBD)

Interim Isthmus Improvements: The City will restore this area for public access and enjoyment. Construction begins this spring and should be completed by summer. (LU.2) (\$500,000)

Set the Stage for a Mixed Income Neighborhood

Missing Middle: Consideration of citywide zoning changes to allow for more middle size, mid-cost housing options in residential neighborhoods – for downtown this is especially important in the Southeast neighborhood district. A Planning Commission public hearing is scheduled for March 19. (H.3) (Included in base CPD budget)

Avalon Project: Public-private partnership to replace a blighted building on 4th Ave with 30 apartments (½ affordable to households making 80% or less median income) and a co-working space managed by the Economic Development Council. (H.8) (\$300,000 for purchase of former Griswolds property)

Foster Multi-Modal Transportation Choices

Design of Franklin Street & Legion Way. 10% design and outreach to stakeholders is underway. 2019 is the target for starting construction on one or both streets. (T.1.A) \$4.5m)

Develop a Transportation Master Plan: The major emphasis in 2018 will be analyzing the current transportation system and beginning to identify and prioritize future projects. Multi-modal connections to and within downtown will be considered. (T.5) (\$300,000 in 2017)

Downtown Parking Strategy: The aim is to make short and long-term parking more convenient for all downtown users. Phase 1 was approved in late 2017; this includes Parking Pay by Phone which launches in April. The full strategy will go before Council for adoption in 2018 (T.6) (\$77,000 in 2017)

Support a Vibrant Business Environment & Encourage Private Investment

✓ **Established Downtown Urban Infill Area:** By putting needed regulations upfront in the development code, the City was able to reduce duplicative environmental review and permit costs and time for residential, mixed use, and smaller commercial projects. (DI.2) (Included in base CPD budget)

Retail Strategy: Several actions are underway, such as a PBIA/ODA joint effort to market positive messages about downtown (\$23,000); updating the downtown sign code (\$35,000 in 2017), and working with partners to connect businesses to a myriad of regional business support services. (R1-4)

Private Development: See our Downtown Development Map for projects in the pipeline.